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S.E.C. Registration Number

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(Company's Full Name)

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(Business Address: No. Street City/ Town/ Province)

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|-----------------------|
| DINA D. INTING |
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Contact Person

| |
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| 8709-2038 to 41 |
|------------------------|

Company Telephone Number

1 2 3 1

Month Day
Fiscal Year

SEC Form 17-C

FORM TYPE

**Third Monday
of May**

Month Day
Annual Meeting

**Registration of
Securities**

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total Amount of Borrowings

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

| | | | | | | | | | | |
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File Number

LCU

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SECURITIES AND EXCHANGE COMMISSION
SEC FORM 17-C
CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2(c) THEREUNDER

1. **01 December 2020**
Date of Report (Date of earliest event reported)
2. SEC Identification Number **A200117595** 3. BIR Tax Identification No. **214-815-715-000**
4. **EMPERADOR INC.**
Exact name of issuer as specified in its charter
5. **Philippines**
Province, country or other jurisdiction of incorporation
6. (SEC Use Only)
Industry Classification Code:
7. **7th Floor, 1880 Eastwood Avenue, Eastwood City CyberPark**
188 E. Rodriguez Jr. Avenue, Bagumbayan, Quezon City
Address of principal office **1110**
Postal Code
8. **(632)-8709-2038 to 41**
Issuer's telephone number, including area code
9. **N/A**
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

| Title of Each Class | Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding |
|---------------------|--|
| Common Shares | 15,918,333,038 |
| Treasury Shares | 324,058,138 |

11. Indicate the item numbers reported herein: **ITEM 9 (b)**

Please see attached Press Release.

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

By: **EMPERADOR INC.** 01 December 2020



DINA D.R. INTING
Chief Financial Officer, Compliance Officer and
Corporate Information Officer



EMPERADOR INC.

EMPERADOR SEES EXPANDED GROWTH OF BRANDY BUSINESS ACROSS THE AMERICAS NEXT YEAR

MANILA, Philippines, December 1, 2020 – The world’s largest brandy company Emperador, Inc. is further expanding its brandy business across North and South America next year as its brandy portfolio continues to dominate market shares in several countries in this part of the world.

In the United States, volume of **Don Pedro** and **Presidente** have been growing in the last five months even as the country faces the challenges of the coronavirus pandemic. Both brandy products are part of the **Casa Pedro Domecq** portfolio in Mexico, which is now under Grupo Emperador Spain and currently controls 57% of the Mexican brandy market.

Don Pedro recorded ‘double digit’ volume growth particularly in Nevada, New Jersey, and Illinois while **Presidente** also enjoys rapid growth in Arizona, New Mexico, and Oklahoma.

“We see brighter prospects in further growing our brandy business across the United States in 2021. Our products are now readily available in several states. Aside from **Don Pedro** and **Presidente**, we are also selling our imported brandies – Spanish-made **Fundador** and Philippine-made **Emperador** – across the US. From January to September this year, we have already increased our Fundador sales in the US by around 23% and this is a very positive signal for us,” says Juan Cortès Vilardell, chief executive officer, Grupo Emperador Spain.

In Latin America, another brandy product under Grupo Emperador Spain, **Brandy Domecq**, is already dominating the brandy market in Colombia with a 91% market share.

Brandy Domecq also has a strong presence across other Latin American countries, particularly in Peru, Ecuador, Chile, Panama, Aruba, and Brazil.

“Just like in Mexico where we have dominated the market share for brandy, we have also seen a steady growth in Colombia’s brandy market in the last five years. As their economy improves, more and more people are upgrading to brandy from their local white drink called *Aguardiente*. We remain focused on further expanding our presence across Latin America by also introducing our imported brandy products, particularly the Philippine-made **Emperador Brandy**, because the

taste preference for brandy in this region has been remarkably growing,” Vilardell further explains.

During the first nine months of the year, Emperador’s international business boosted its net income by 11% to P5.9-billion. In the third quarter alone, the company achieved a record growth of 26% in its earnings due to the surge in the demand for its products in various overseas markets even in the middle of the pandemic.

Emperador Inc., whose brandy and whisky brands are available in more than 100 countries, is a publicly listed company at the Philippine Stock Exchange that owns Emperador Distillers, Inc., Scotch whisky maker Whyte and Mackay Group, and Bodegas Fundador in Spain. ###